

The Driving Force



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Word on the Street

We have learned the standard Toyota 4Y engine as configured in their 7 series cushion models has an approximate 54 horse power rating. Toyota has an engine option available by which the engine can be increased in rpm, fuel mixture and spark timing which will in effect increase the horsepower by 12%. By doing this, the horsepower increases to 62hp, which is compatible to our GM 2.4 L engine. The published specifications for the 4Y-ECS Toyota engine indicate an output of 62 hp @2570 rpm's verses the 2.4 @ 2650.

However, by modifying the engine with this option, the thermal capacity limits of the engines capability are being approached. The result, in tough applications, especially where attachments and or ramp grades are frequent, the 4Y-ECS engine has had overheating problems as well as cylinder head failure.

National Account Communications Added to Hyster Dealer Resource Website

We've recently added a page to the Hyster Dealer Resource site, where we'll catalog the National Account communications; such as agreement letters, areas of opportunity, account strategies, etc.

Visit <http://www.hysterusa.com/DealerArea/NationalAccounts/NADealerUpdates.asp>.

Fortis™ 50 Enhancement Program Announced

In order to better position our 5,000 lb. product offering against the competition, Hyster Company introduced the Fortis™ 50 Enhancement Program to the dealers on August 15, 2006.

This program provides:

- Competitive price position on H50 and S50 units
- Discounts on one (1) and two (2) truck transactions
- An additional product offering configuration (2.2 with a basic transmission)

If you missed the announcement, select this link for details:

<http://www.hysterusa.com/DealerArea/MarketingNews/programs.asp>

Dealers are encouraged to take advantage of this opportunity to advance your Up Front & Down Under objectives!